

## Message Text

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22

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 102160

R 221300Z JAN 76  
FM AMEMBASSY TEHRAN  
TO SECSTATE WASHDC 5257  
INFO USDOC WASHDC

UNCLAS TEHRAN 0678

E.O.11652: N/A

TAGS: BEXP, AFSP, IR

SUBJ: FY-77 COUNTRY COMMERCIAL PROGRAM FOR IRAN

REF: 75 STATE A-7369, 75 TEHRAN 1587

1. OVERVIEW - PARA 1 - POST SUGGESTS SUMMARY FROM MOST RECENT ECONOMIC TRENDS. PARA 2 - PRINCIPAL COMMERCIAL OBJECTIVES OF USG ARE (1) TO MAINTAIN AND EVENTUALLY INCREASE PRESENT U.S. 20 PERCENT SHARE OF IRANIAN IMPORT MARKET; AND (2) TO INCREASE THE ROLE OF U.S. FIRMS IN INFRASTRUCTURE DEVELOPMENT PROJECTS. PARA 3 SHOULD SUMMARIZE CAMPAIGNS LISTED BELOW AND ALSO NOTE BUSINESS SERVICES PROVIDED BY POST/WASHINGTON.

### 2. PERSONNEL RESOURCES LIST

A. STATE-FUNDED E/C PERSONNEL  
TEHRAN  
E/C COUNSELOR O-2 BREWIN  
COMMERCIAL ATTACHE R-2 WESTLEY  
SCIENCE ATTACHE FSRU-3 CHAPMAN  
ECONOMIC OFFICER O-4 TAYLOR  
ECONOMIC OFFICER O-5 BASH  
E/COMMERCIAL OFFICER O-5 SCHERMERHORN  
E/COMMERCIAL OFFICER O-5 LAMBERT  
E/COMMERCIAL OFFICER O-5 FAIRCHILD  
E/COMMERCIAL OFFICER O-5 WARD  
SECRETARY/COUNSELOR FSS-7 GARRETT

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SECRETARY/ATTACHE FSS-8 TUCKER

ECONOMIC SECRETARY FSS-8 LANE  
ECONOMIC SECRETARY FSS-8 JOHNSON  
E/COMMERCIAL SECRETARY FSS-9 JUNGE  
L-13 GHOBADI  
L-13 BAKHTIAN  
L-12 KASHANI  
L-11 RAZBAN  
L-11 MELIKIAN  
L-9 TUTUNCHIAN  
L-8 (THREE)  
B. TRADE CENTER AND NON E/C PERSONNEL

(1) TRADE CENTER  
DIRECTOR R-2 DAHMLOW  
DEPUTY DIRECTOR GS-14 VON STROEBEL  
L-13 PIRNAZAR  
L-9 PETROSSIAN  
L-10 HADDAD  
L-6 (ONE)  
L-5 (ONE)  
(2) TEHRAN  
AGRI. ATTACHE GS-15 FERREE  
L-12 ELLINI

3. CAMPAIGN NO. 1 - AGRIBUSINESS; PRIORITY RANK: 1.  
POST RECOMMENDS WORKSHEET SUBMITTED 75 TEHRAN 1587,  
PARAGRAPH 4 WITH FOLLOWING CHANGES: ADD AS ACTION #1  
UPDATE SURVEY OF LOCAL INDUSTRY; ADD AS ACTION #2  
APPOINT LOCAL EMPLOYEE TO IDENTIFY BID REQUESTS FROM  
GOI; ITEM 1 REFTEL BECOMES ACTION #3; ACTION #4 COMBINES  
ITEMS 2 AND 3 REFTEL WITH 7 CALLS SCHEDULED PER QUARTER;  
STRIKE ITEMS 4, 7, 8, 9, 13, 14, 15 REFTEL; RENUMBER  
ITEMS 10, 11, 12 REFTEL.

4. CAMPAIGN NO. 2 - BUSINESS EQUIPMENT; PRIORITY RANK:  
2. POST SUGGESTS WORKSHEET SUBMITTED 75 TEHRAN 1587,  
PARAGRAPH 7 OMITTING IN ACCORDANCE WITH NEW INSTRUCTIONS  
ACTION ITEMS 3, 6, 7, 8, 9, 10, 11 REFTEL, AND ADDING  
FOLLOWING ACTION ITEMS: (A) 7 CALLS EACH QUARTER ON END  
USERS; (B) SUPPORT OF SPECIALIZED TRADE MISSION ON  
ELECTRONIC DATA PROCESSING PRESENTLY SCHEDULED NOVEMBER  
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1976.

5. CAMPAIGN NO. 3 - LIGHT CONSTRUCTION AND HOUSING;  
PRIORITY RANK: 3. POST RECOMMENDS WORKSHEET SUBMITTED  
75 TEHRAN 1587 PARAGRAPH 6 OMITTING ACTION ITEMS  
3, 6, 7, 8, 10 REFTEL AND ADDING FOLLOWING ACTION  
ITEMS: (A) U.S. PARTICIPATION IN CONSTRUCTION 1977,  
SPONSORED BY IRAN INTERNATIONAL FAIRS AND EXHIBITONS

CORP, DURING THIRD QUARTER FY 77; (B) SUPPORT BUILDING AND CONSTRUCTION MACHINERY SPECIALIZED TRADE MISSION.

6. CAMPAIGN NO. 4 - MAJOR PROJECTS; PRIORITY RANK: 4. DUE POSTPONEMENT MANY GOI MOJOR PROJECTS UNTIL SIXTH PLAN, THIS CAMPAIGN DESERVES PRIORITY FOR THIRD CONSECUTIVE YEAR. WORKSHEET 75 TEHRAN 8795, PARAGRAPH 3 PROVIDES BASIS FOR FY 77 CAMPAIGN, STRIKING ACTION ITEMS 3, 5, 9, 10, 12, 13, 14, 15, 16, 19, 20 AND ADDING FOLLOWING ACTION ITEMS: (A) U.S. PARTICIPATION IN CONSTRUCTION 1977; (B) SUPPORT OF BUILDING AND CONSTRUCTION MACHINERY SPECIALIZED TRADE MISSION; (C) SUPPORT OF TECHNICAL SALES SEMINAR SCHEDULED OCTOBER 1976.

7. NON CAMPAIGN INITIATIVE; PRIORITY RANK: 5. (A) SUPPORT OF 8-12 IOGA TRADE MISSIONS. IF PRESENT LEVEL TRADE MISSIONS VISITING IRAN PERSISTS, CLOSE TO ONE MAN-YEAR FSO AND ONE MAN-YEAR FSL TIME WILL BE REQUIRED TO SUPPORT SUCH MISSIONS IN FY 77. SUPPORT ACTIVITIES NORMALLY PROVIDED BY POST INCLUDE THOSE ENUMERATED IN ENCLOSURE TO 75 STATE A-7369 EXCEPT THAT WE ENDEAVOR TO SCHEDULE 20 APPOINTMENTS PER MISSION MEMBER. (B) TEHRAN INTERNATIONAL TRADE FAIR; THIS IS PROBABLY ACTIVITY. HELMS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976TEHRAN00678  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Line Count:** 141  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE A-7369, 76 TEHRAN 1587  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 08 JUN 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <08 JUN 2004 by barnescd>; APPROVED <26 JAN 2005 by RowellE0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY-77 COUNTRY COMMERCIAL PROGRAM FOR IRAN  
**TAGS:** BEXP, AFSP, IR  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006